

Committee Meeting Notes  
Thursday March 12, 2009 7:00pm

Name	Phone Number	Affiliation
Stacy Camiel		Aquatics Foundation
Mack Haines		High School Athletics
John Rick		Other Swim Parent
Mike McCombs		Pacific Swimming
Mike Greymont		MHSC Board Member
Donna Cretcher		General
Brian Sullivan		General
Celia McCormack		Tri-team/ lap participant
Jennifer Evans		Swim Lessons
Matt Deakin		Swim Team Parent
Denise Melroy		Older Adults
Chris Ghione		City Staff
Jolie Hunter		City Staff
Monica Delgado		City Staff
Abel Gutierrez		City Staff

Committee Role and Responsibility

- Advisory committee
- Develop Goals for an improved Aquatics Center
- Develop an action plan to achieve those goals
- Will attempt to develop group consensus on making decisions

Discussion on Values outlined in the First Meeting

- There were no objections to the values established at the first meeting
- It was noted that these overriding values may not be present in all the programs offered and individual programs may have different values. With this being said that combined all the programs offered can really be based on these values.
- It was noted that in regards to youth the City has adopted the 41 Developmental Assets as the foundation for all youth programming.

Goal Brainstorming:

- Develop Aquatics Center and aquatic program to full potential: maximize assets
- Develop programs and center to the optimum mix...
- Determine what resources and funding are available for best use of resources
  - City funding, businesses, volunteer, foundation, state, school district
- Look at what is possible and then go to real
- There should be an urgency in the process
- Bring together competitive aquatics program, fix fractured aquatics community.
- Keeping tax payer dollars in Morgan Hill, meaning people not paying to swim outside Morgan Hill.
- Look at creating one entity with a fair hiring process
- Create diversity in users
- Cost recovery and sustainability are key to success of programs
- **Mack:** Look at what is working and what isn't working and look at what the abilities are.
- **John:** Stresses exploring municipal model for swim team. The AC has to be at highest and best use for the facility.

- Need to have three things: Control, Continuity, Inclusiveness. Control references revenue and staffing and continuity references vision and mission. Also has to have quality and municipal control.
- There is a huge disconnect in masters program: fix fractured community
- Keeping \$ in the community
  - Bring together competitive aquatics program
    - Menlo-Atherton, Burlingame (city/school partnership), Campbell
    - Commerce, Clovis (All inclusive clubs that include masters, swimming, water polo)
    - Peoples willingness to work with everyone
- **Mike M:** Integrate diversity starting with North Side. Start process on South side. Swimmers want to come and swim at the AC because they see the fastest times here. Successful swim team is not about the organization that runs it, it is about the people that run it.
- **Michael G:** Does not support the municipal model.

#### Picture of South Side:

- host more meets
- All inclusive aquatics program that incorporates age groups to high school group, and brings in people from all different backgrounds
  - Seasonal Swimmer
  - Masters Swimmer (coached)
  - Triathlon Athletes
  - Offer diving component
  - Program for water polo and swimming
  - Follows community aquatic model
  - “Little guys” swim team
- Coached masters
- Recreational team
- Successful swim program, “Build the base”
  - Provides for quality lifeguards and swim instructors
  - Retains life long swimmers

#### Other Comments

- The snack bar is not good
- Create more clean up days

#### Goal Statement Developed by staff from the input at the meeting

1. To provide an optimum mix of programming that provides for all the aquatics needs of the community.
2. Utilize an integrated service delivery model that creates and sustains a base of users that drive program attendance and improve staffing.
3. Maximize cost recovery, creating stable and sustainable revenue sources to offset the cost of operating the aquatics facilities.
4. Actively promote diversity in the programs and facility usage.

#### Site Review - City staff will be conducting a site review of the following swim programs:

- Commerce (Monica)
- Clovis (Abel)
- Burlingame (Chris)
- Campbell (Jolie)
- Schroeder Y (Chris)

Next Meeting:

Thursday, March 26, 7:00pm

Community Center Machado Room

Agenda

- Review/finalize Goals
- Painting the Picture
  - Review of sites
  - Outline of Program Areas
  - Prioritize Program Areas
  - Begin to define success in program areas

Items for the following meeting

- SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
  - City staff to provide program attendance numbers/budget info to assist in this
- Finalization of defining success/development of performance measures